CLAIMS

WHAT IS CLAIMED IS:

1. A display drive device comprising:

a drive circuit driving a display unit in which pixels are formed;

a nonvolatile storage circuit storing screen information indicating a position of a pixel to be driven in the display unit;

a control circuit reading the screen information from the nonvolatile storage circuit; and

a drive setup circuit setting a position based on the screen information read by the control circuit in the drive circuit.

2. The display drive device according to Claim 1,

wherein the control circuit reads the screen information from the nonvolatile storage circuit in synchronization with a supply of a power voltage from a power circuit which supplies a voltage.

3. The display drive device according to Claim 1,

wherein the control circuit reads the screen information from the nonvolatile storage circuit at predetermined intervals.

4. The display drive device according to Claim 1,

wherein the nonvolatile storage circuit stores the display information;

the control circuit reads the display information from the nonvolatile storage circuit; and

the drive circuit displays the display information read from the control circuit on the display unit.

- 5. An electro-optical device comprising the display drive device according to Claim 1.
- 6. An electronic apparatus comprising the electro-optical device according to Claim 5.
 - 7. A display drive device comprising:

drive means for driving a display unit in which pixels are formed;

nonvolatile storage means for storing screen information indicating a position of a pixel to be driven in the display unit;

reading means for reading the screen information from the nonvolatile storage means; and

drive setup means for setting a position based on the screen information read by the reading means in the drive means.

8. A drive setup method of a display drive device comprising the steps of:

reading screen information from a nonvolatile storage circuit which stores the screen information indicating a position of a pixel to be driven, in a display unit in which pixels are formed;

setting a position based on the read screen information; and driving the position set in the display unit.

- 9. A display drive device comprising:
- a drive circuit driving a display unit in which pixels are formed;
- a nonvolatile storage circuit storing setup information to change a drive voltage to be supplied to the drive circuit;
- a control circuit reading the setup information from the nonvolatile storage circuit at predetermined intervals; and
- a voltage supply circuit supplying a drive voltage based on the setup information read by the control circuit to the drive circuit.
 - 10. The display drive device according to Claim 9,

wherein the control circuit receives instruction information for instructing the reading of the setup information and reads the corresponding setup information.

- 11. The display drive device according to Claim 9, further comprising a determination circuit that determines whether a drive voltage is supplied from the voltage supply circuit, and, if the determination is negative, re-starts the voltage supply circuit.
- 12. An electro-optical device comprising the display drive device according to Claim 9.
- 13. An electronic apparatus comprising the electro-optical device according to Claim 12.

14. A display drive device comprising:

drive means for driving a display unit in which pixels are formed;

nonvolatile storage means for storing setup information to change a drive voltage to be supplied to the drive means;

reading means for reading the setup information from the nonvolatile storage means at predetermined intervals; and

voltage supply means for supplying a drive voltage based on the setup information read by the reading means to the drive means.

15. A drive setup method of the display drive device comprising the steps of:

reading setup information from a nonvolatile storage circuit which stores the setup information to change and sets a drive voltage for driving a display unit in which pixels are formed at predetermined intervals; and

driving the display unit by a drive voltage based on the read setup information.